

Application No. 10/001,298  
Amendment "A" dated January 23, 2006  
Reply to Office Action mailed December 1, 2005

### AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0001] with the following amended paragraph:

[0001] The present invention is related to commonly-owned co-pending United States patent application serial number 10/000,150 (attorney docket number 14531.96), filed on the same date herewith, and entitled "Advertising Using a Combination of Video and Banner Advertisements," which is incorporated herein by reference in its entirety.

Please replace paragraph [0004] with the following amended paragraph:

[0004] One type of video segment is the video advertisement. Providers of video advertisements desire to maximize revenue by enticing the viewer to purchase the product or services offered by the provider. Hence, video advertisers are willing to provide desirable consideration to those able to display their video advertisements to viewers. While such advertising may sometimes seem bothersome to viewers, the presence of advertising often reduces the cost of the desired services offered by the service provider. For example, many television channels are free, since revenue from advertising alone is sufficient incentive to provide the television channels. [Other] On the other hand, some premium channels present no advertisements, but instead achieve adequate incentives for providing the channel by charging the viewers a periodic fee.

Please replace paragraph [0007] with the following amended paragraph:

[0007] Despite conventional efforts to target advertising, there are still viewers within the target market segment for which the targeted advertising has little relevance. For example, an advertisement for a certain premium channel is irrelevant to a viewer that has already subscribed to the premium channel. Also, a viewer may be presented with the same advertisement that she has recently seen. In [additional] addition, even though the viewer is within the target market, the viewer may not share the same interests as many in the target market. After all, not all males between the ages of 16 and 25 enjoy video games. Thus, even with targeted advertising, many

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viewers may still have little or no interest in the products or services advertised. Under conventional norms, this level of advertising misdirection is considered satisfactory in video advertising. Nevertheless, in light of the above, what is desired are methods, systems and computer products that improve video advertisement targeting.

Please replace paragraph [0009] with the following amended paragraph:

[0009] A video receiver monitors and stores the state and user behavior characteristic associated with the video receiver. In addition to the primary content desired by the viewer such as a television program or a Web page, the video receiver receives a number of video advertisements as well as the targeting instructions from a video and/or data stream. The targeting instructions may be provided in a scripting language. The video receiver processes the targeting instructions to thereby select a relevant video advertisement based on the locally stored characteristics. Then, the selected video segment is displayed.

Please replace paragraph [0011] with the following amended paragraph:

[0011] For example, a premium channel provider may choose to display an advertisement for the premium channel to anyone with the only condition being that the localized information indicates that the user has not already subscribed to the premium channel. Thus, the video advertisement would be focused on individuals who have not already subscribed to the premium channel. As another example, an advertiser may desire to target individuals who are on-line or watch television between the hours of 5 p.m. and 8 p.m. on weeknights. The advertiser may indicate that the video advertisement is only to be displayed if the video advertisement has not already [be] been displayed in the most recent week between the hours of 5 p.m. and 8 p.m. An additional condition may be that a user has not previously navigated to a particular web site that offers a conspicuous banner advertisement for the same product. In this manner, advertising may be focused to individuals based on information relevant to that individual.

Please replace paragraph [0019] with the following amended paragraph:

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[0019] In accordance with the present invention, methods, systems and computer program products are described that target a number of video segments (e.g., advertisements) based on local information accessible to the video receiver. This local information is information such as local state and user behavior characteristics that are relevant to the targeting of the video advertisements. A video receiver monitors and stores state and user behavior [characteristic] characteristics associated with the video receiver. In addition to the core content such as a television program or a Web page sought by the viewer, the video receiver receives a number of video advertisements as well as targeting instructions from the video and/or data stream. These instructions are processed by the video receiver to select a relevant video advertisement based on the locally stored characteristics. Then, the selected video segment is displayed. In this manner, video advertising may be targeted to a particular user of a particular video receiver.

Please replace paragraph [0049] with the following amended paragraph:

[0049] The zero or more triggers can have different configurations and cause video receiver 112 to perform various different functions. For instance, one trigger may take the form of a start trigger that initiates or begins delivery of the [enhance] enhanced programming content such as a video advertisement. Another trigger may be a stop trigger that ceases or stops delivery of the video advertisement. Additionally, other triggers can define (i) the amount of time until a video advertisement is completed, (ii) time until the next available video advertisement in a looped group of advertisement is to be viewed, (ii) information about a video advertisement currently being [viewer] viewed, such as video content type, (iv) information about a video advertisement to be viewed in the future, and the like.

Please replace paragraph [0055] with the following amended paragraph:

[0055] Delivery of advertisements 318a-318n and 320a-320n to advertisement window 316 may be via one or more MPEG streams 1-n and/or data streams 1-n. Alternatively or in addition, if the set-top box has sufficient mass storage capacity, such banner and/or video advertisements 318a-318n and 320a-320n may be cached within system memory 142 and/or stored within mass storage device 150 (Figure 1) for retrieval as needed. Such stored banner and/or video

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advertisements 318a-318n and 320a-320n can include banner and/or video advertisements 318a-318n and 320a-320n that were initially received via MPEG streams 1-n and/or data streams 1-n or can be other banner and/or video advertisements 318a-318n and 320a-320n that were stored in mass storage device 150 in some other manner known to one skilled in the art, such as during manufacture of the local system or installation of the local system. If a video advertisement is unavailable for immediate display, a related banner advertisement may be displayed in the advertisement window 316 until the video advertisement is ready for display. The method for switching between banner advertisements and video advertisements is described in detailed in the related commonly-owned co-pending United States patent application serial number 10/000,150 (attorney docket number 14531.96), filed on the same date herewith, and entitled "Advertising Using a Combination of Video and Banner Advertisements," which application is incorporated herein by reference in its entirety.

Please replace paragraph [0059] with the following amended paragraph:

[0059] The pay per view information 505 may include historical information about pay per view purchases. For example, an advertiser may elect not to display an advertisement for a pay per view service if the pay per view information 505 indicates that the user has not in the last year ordered any pay per view services. Also, a pay per view service might not be advertised to someone who has already [order] ordered a service. On the other hand, if the pay per view information 505 indicates a propensity to order championship boxing match coverage, then a video advertisement touting a future boxing match might be profitable.